

A driving method for a liquid crystal display device with a cholesteric liquid crystal having a memory mode of operation comprises a first stage of applying a first voltage to change the state of the cholesteric liquid crystal to a homeotropic state; a second stage of applying a second voltage to change the state of the cholesteric liquid crystal to a homogeneous state or a homogeneous/planar-mixed state, and a third stage of applying a third voltage to change the state of the cholesteric liquid crystal from the homogeneous state or the homogeneous/planar-mixed state to a focalconic state.